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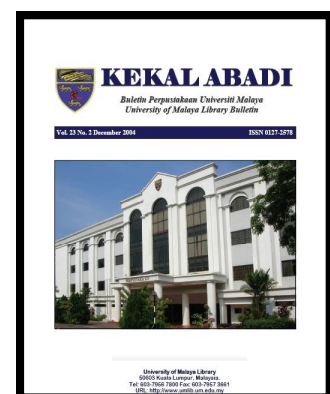
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Weeding the Reference Collection : Updating and Upgrading of the University of Malaya Reference Collection at the Main Library

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Abstract

The reference collection at the University of Malaya Library was reviewed intensely for the first time since its inception. It was a major task to review the entire print reference collection which amounted to over 7,000 titles. About RM300,000.00 was allocated for this purpose and a taskforce was setup to update and upgrade the reference collection during the semester break of the 2008/2009 academic session. The collection now consists of materials published in year 2000 and above. However, books of high value despite the age have been retained. The updated reference collection has been relocated to another floor to give it a new appealing image. The planning, implementation and the criteria used in this project are described.

Abstrak

Koleksi rujukan di Universiti Malaya dikaji semula secara intensif buat kali pertama sejak penubuhannya. Ia merupakan tugas berat dalam membuat semakan semula keseluruhan koleksi rujukan bercetak yang berjumlah 7,000 judul. Satu pasukan petugas telah ditubuhkan pada cuti semester sesi akademik 2008/2009. Dengan peruntukan kira-kira RM300,000.00 untuk tujuan mengemaskini dan meningkatkan koleksi rujukan. Kini, koleksi tersebut terdiri daripada bahan-bahan yang diterbitkan dalam tahun 2000 dan ke atas. Bagaimanapun, buku-buku lama yang masih bernilai tinggi tetap dikekalkan. Koleksi rujukan yang telah dikemaskini ditempatkan semula di aras lain untuk memberi imej baru. Artikel ini membincangkan mengenai perancangan, pelaksanaan dan kriteria yang digunakan dalam menjayakan projek ini.

Introduction

There is undoubtedly a positive correlation between a comfortable physical environment and infrastructure of a library with the physical visits by the library users. The University of Malaya Library realized from various sources that the reference collection had outgrown not only the shelving space but also its usefulness to patrons. The annual budget did not really provide for the development of the collection unless and until there was a request from the faculty. Studies have shown that reference materials are usually unused unless a bibliographic instruction assignment required it (Sendi, 1996). Building up the collection was one of the least priority areas as librarians became aware that online reference sources mainly dictionaries and thesaurus were becoming increasingly available free online. Choice Reviews Online in its April 2010 issue reported that the number of print reference titles reviewed has been declining over the years as more reference works are being published in electronic format.

Background Information

The Reference Collection was located at the 2nd Floor of the Main Library building. Rows of shelves covered the walls resembling a rectangle with one side open and measuring approximately 100' x 36' x 100'. Reading chairs and tables were placed in the centre of that space. The collection was built on the personal expertise of librarians and the faculty. Any form of written collection development policy pertaining to this collection was not to be found. There was only anecdotal evidence on the usefulness of materials for an academic library.

The characteristics of the Reference Collection prior to 2008 were as follows :

- 7,108 multilingual titles (English, Malay, French, Sanskrit, Korean, Japanese, etc)
- Many old, outdated titles
- Both old and new editions of Encyclopedias
- Some no longer relevant or important due to the curriculum changes in teaching and learning
- Research materials which are no longer current
- Bibliographies and listings which are not necessary due to technological advancement

Among the reasons which surfaced for the dire need to update / upgrade the reference collection were :

- The topic of outdated reference collection was frequently brought up at the faculty-library meetings
- Lecturers were informed by students about the old, outdated reference collection who in turn reported informally to the library
- Floor space was required to house the collection brought in with the closure of the Library of Foundation Studies in Sciences

Procedures

1. The entire reference collection was printed out using the library system. It was arranged by Call Number, Title, Publisher and Year of Publication. All titles published in year 2000 and after were removed from the shelves and kept aside to be shelved in the new area allocated. This amounted to less than 5% of the collection.
2. The taskforce had to decide the procedure to weed out publications prior to year 2000 and to retain old titles which are still of immense value to the library and users.
3. Books weeded out were sent to the Cataloguing Division to be removed from the system.
4. Taskforce stamped the weeded out books and marked them as "DISCARDED".
5. Discarded books were given out to students and staff during the annual Library Carnival held during the first semester.
6. Books not picked up at the carnival were given as gifts to schools and rural libraries.

Generic Criteria

General rules were formulated to be used as a guideline for weeding. First and foremost the physical condition of the books must be favorable. If they are deemed as valuable despite the deplorable stage, the books must be sent for preservation or efforts must be taken to replace the titles. Secondly, the contents of the book have to be scanned to gauge its importance. Thirdly, it must be ensured that all voluminous works are complete. Fourthly, it is not necessary to keep duplicate copies of each title or edition. Last but not least, the library holdings have to be checked for the alternate availability of electronic versions. If electronic versions of the print titles are available, a decision should be made on an individual title basis and not apply a blanket rule.

In the University of Malaya Library context, the generic criteria will include the following :

a. Language

The priority is to collect materials in English or Malay language. Languages used in the university and having a special collection in the library to be retained. Materials on languages such as Arabic, Dutch, Chinese, Japanese, Korean, Tamil and Sanskrit should be sent to the respective libraries in the network.

b. Local materials (Malaysiana)

At least one copy of each title to be kept unless the physical condition is beyond redemption. If no copies can be kept and if it is still useful, the title to be passed on to the acquisitions division for replacement.

c. ASEAN publications

Titles about the ASEAN countries or published by them should be evaluated individually. It would be advisable to keep a copy of each title for preservation purposes.

d. Theoretical works

All theories to be retained. However, outdated methods and theories are to be discarded.

CREW method with modification for specific criteria

The CREW method emphasize more on quality than quantity. Providing comprehensive information resources and quality service are not necessarily reflected in the size of the collection. Once the volume holdings exceed 12,000 copies, full scale CREW method is strongly recommended. The acronym CREW refers to Continuous Review, Evaluation and Weeding. CREW is a ten step trail:

- i) Make weeding a part of policy,
- ii) Build weeding into the year's work calendar,
- iii) Shelf Read the shelf about to be CREWed,
- iv) Gather equipment,
- v) Study the guidelines for weeding,
- vi) Check the library's holdings,
- vii) Indexes are not included,
- viii) Treat books according to action plan such as Discard, Donate or Replace,
- ix) Mark the weeded titles for Replacement, Checking and Ordering if the collection does not contain any other titles, and
- x) Set up displays for low circulation but high quality books.

It uses MUSTY factors as a guideline to weed library collection. MUSTY stands for :

M - Misleading

U – Ugly

S – Superseded by a new edition or a much better book on that subject

T – Trivial of no discernible literary or scientific merit

Y – Your collection has no use for this book

Sometimes MUSTY is spelled as MUSTIE where I refers to Irrelevant to the needs and interests of the community served and E is Elsewhere available whereby the material may be easily borrowed from another source.

However, as librarians know, there are always conflicting issues arising such as :

“What if a user needs the book after it has been discarded?”

How would the library know if the faculty still refers to the old issues in their curriculum?

The tendency to keep old books because of the fear that it is THE only copy in the entire nation or world.

Can the library give away or discard assets (books) bought with government funding”

Hence, the library came up with a modified guideline (Table 1) using the CREW/MUSTY factors which can be used to weed out reference collection on a regular basis. On a general basis, any titles less or equal to 10 years should be retained.

Table 1 : Guideline on the weeding of reference material for the University of Malaya Library using MUSTY factors

Type	Guideline	Action Plan
Almanacs, Yearbooks	More than 5 years / USY	Discard
Art, Craft, Photography, Recreation, Leisure Reading	All years / not U	Keep
Atlas, Maps	All years / not UT	Keep
Autobiography, Biography	All years / not MU	Keep
Bibliography, Listing	More than 5 years old / MUSTY	Discard
	Related to Malaysia/South East Asia	Keep one copy
Calendars from Universities and Colleges	Current years	Keep
	University of Malaya	Keep at least a copy for ALL years
	Top Universities of the world	Keep for 3 years
	Local Public Universities	Keep for 5 years
	Local Private Universities	Keep for 2 years
Dictionaries	All years/Any language / not U	Keep
Directories	Subject Directories / not MUST	Keep for 5 years
	Place directories	Keep 2 years
Education	Relevancy and currency are important criteria. Tackle each title individually / not UST	
Encyclopedias	More than 10 years old / not U	Donate / Replace
Gazetteers	All years / not MUST	Keep
Glossary, Terminology	All years / not MUST	Keep
Grammar, Languages	If language is used in the university	Keep
Handbooks	Subject handbooks / not US	Keep
	Handbooks of organizations / not UST	Keep for 2-3 years
Historical works	Each work studied to ascertain their relevance for the organization and the nation before a decision is made / not MUST	
Indexes & Abstracts	MUST	Discard
	If relevant and available in electronic format	Keep 2-3 years
Mythology / Fables/ Folklore	All years /not U	Keep

...continue

Table 1 : Guideline on the weeding of reference material for the University of Malaya Library using MUSTY factors

Type	Guideline	Action Plan
Philosophy (theories)	Famous philosophers / not U	Keep
	If less famous and more than 10 years old / not U	Move to Compactus
Political Science	Not related to Asia Pacific region and more than 5 years (unless has historical value) / MUST	Discard
Psychology (theories)	More than 10 years old / not U	Move to Compactus
Science, Technology, Medicine	Basic works, theories, calculation tables which are still relevant / not U	Keep
	MUST/ Outdated theories and viewpoints	Discard
Social Sciences	MUST / Old and outdated information Tackle each title individually	Discard
Travel and Geography	More than 5 years old / not MUSTY	Discard

Outcomes and benefits of upgrading and updating the reference collection

The reference collection in the library has been given a new look. Books are now shelved on low shelves with beautifully designed ends. The signage is clear. Students are seen to be browsing the collection as the books are easily visible and reachable. As a follow up, the reading hall chairs and tables were also upgraded. What came next was setting up of the "Information Commons for Undergraduates" opposite the Reference Collection. The entire floor has been declared as a "Quiet" area. It is one of the heavily used floor in the Main Library.



Information Commons for Undergraduate



Reference Shelves

Future Directions

The library has to continuously review and evaluate the reference collection. For this to manifest, a written collection development policy for the development of reference information sources is essential for the young library professionals to continue with the task of updating the collection. The development of both print and online resources has to be emphasized as users needs and interests are manifold. The usage of the reference collection has also to be assessed as was carried out by Sendi (1996). Surveys to gather information of the users need for reference services and the preferred format would help the library to develop its collection in the right direction. Similarly, collaboration with the faculty will enhance the relevancy of the collection.

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Peranan Repositori Institusi dan Perpustakaan dalam Meningkatkan Visibiliti Penyelidikan *The Role of Institutional Repository and Library in Enhancing Research Visibility*

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Abstrak

Penubuhan repositori institusi merupakan pendekatan terkini dunia teknologi maklumat di mana semua hasil karya penulisan dan penyelidikan para sarjana institusi berkenaan dikumpul, disusun, dipelihara dan disebar untuk tujuan perkongsian ilmu. Penubuhan repositori turut menekankan aspek kecenderungan akses terbuka bagi membolehkan komunikasi ilmiah dilakukan dengan lebih ekonomik. Perpustakaan sebagai pusat pengumpulan maklumat perlu mengenalpasti, mengesan, mengumpul, merekod, menyimpan dan melakukan aktiviti pendidikan pengguna agar pewujudan repositori ini dapat dimanfaatkan sehingga ke peringkat global. Pemantauan, penyelenggaraan dan pengemaskinian secara berterusan perlu dilakukan bagi memastikan kandungan dan fungsi repositori sentiasa relevan dan *up-to-date* dengan perkembangan isu semasa dan teknologi terkini agar ianya dapat terus berfungsi sebagai sumber ilmu dan rujukan yang unggul di peringkat nasional dan antarabangsa.

Abstract

The establishment of institutional repositories is the latest approach in information technology, where all the work of scholars' are collected, compiled, maintained and disseminated for the purpose of knowledge sharing. The establishment of the repository also emphasizes the tendency to allow open access and to be made more economics. Library as a center for collecting information has to identify, discover, collect, record, store and educate the user for the creation of this repository so that it can benefits globally. Monitoring, maintain and continuously updating has to be done to ensure that the content and functions of the repository is always relevant and up-to-date with current issues and new technologies development so that they can continue to function as a source of knowledge and an excellent reference both nationally and internationally.

Pengenalan

Pencapaian dan kualiti sesebuah Universiti sering dikaitkan dengan peranan Perpustakaan dalam menyokong dan menyediakan sumber maklumat untuk tujuan pengajaran, pembelajaran dan penyelidikan. Perpustakaan juga sering dianggap sebagai gerbang kepada kandungan intelektual sesebuah institusi.

Dalam era teknologi maklumat, fungsi perpustakaan sebagai pusat pengumpulan maklumat tidak terhad kepada bahan yang berada dalam bangunan perpustakaan sahaja. Pelbagai kaedah dan media kini digunakan bagi memastikan maklumat yang diperlukan boleh diperolehi dan dicapai tanpa mengira masa dan tempat. Oleh yang demikian, perpustakaan perlu memainkan peranan yang lebih proaktif bagi memastikan keperluan institusi dipenuhi pada tahap yang maksimum seiring dengan misi dan visi institusi. Pustakawan dan pakar maklumat perlu bijak mengenalpasti dan mengguna pakai pelbagai teknologi yang ada sesuai dengan perkembangan semasa sebagai nilai tambah (*value added*) kepada perkhidmatan dan kemudahan yang disediakan.

Repositori institusi merupakan satu pendekatan terkini yang telah diterima pakai oleh kebanyakan institusi ternama di peringkat antarabangsa, antaranya Cornell University (Cornell University Library, 2008) yang terkenal dengan koleksi *e-prints* dalam bidang fizik, Leiden University (Leiden University, 2008) dan Queensland University of Technology (Queensland University of Technology, 2008) yang memuatkan koleksi tesis dan *e-prints* yang dihasilkan oleh komuniti universiti masing-masing, manakala University of Southampton (University of Southampton, 2007) mempamerkan kandungan digital koleksi penyelidikan dalam bidang elektronik dan sains komputer. Kewujudan repositori institusi ini telah diiktiraf melalui penilaian *ranking* menggunakan konsep *webometrics* yang telah dibuat oleh sekumpulan penyelidik di Sepanyol (Cybermetrics Lab, 2009) yang diukur melalui saiz repositori, visibiliti, bilangan *rich files*, dan bilangan sarjana institusi berkenaan.

Definisi

Pelbagai takrifan dan definisi diberikan mengenai repositori institusi, bergantung kepada pendekatan, aplikasi dan tujuan penubuhan sesebuah repositori, antaranya ialah:

“Digital archive of the intellectual product created by the faculty, research staff, and the students of an institution and accessible to end users both within and outside of the institution, with few if any barriers to access”(Crow, 2002).

“A set of services that a university offers to the members of its community for the management and dissemination of digital materials created by the institution and its community member”(Lynch, 2003).

“An institutional repository consists of formally organized and managed collections of digital content generated by faculty, staff, and students at an institution”(Educause Evolving Technologies Committee, 2003).

Secara amnya, semua definisi mengenai repositori institusi menekankan kepada peranan komuniti sesebuah institusi di mana komuniti bagi institusi akademik sudah pasti terdiri daripada para akademik, penyelidik, pensyarah, dan pelajar yang merupakan penyumbang utama kepada kandungan repositori ini. Semua bahan dan dokumen yang terdapat di dalam repositori ini adalah dalam format digital dengan spesifikasi tertentu bagi membolehkan ianya dimuatnaik dan disimpan dalam satu pangkalan data yang khusus, seterusnya disusun dan diindeks agar ia dapat disebar serta diakses semula dengan lebih mudah, cepat dan tepat.

Konsep akses terbuka juga merupakan salah satu matlamat penubuhan repositori institusi dan sekiranya ada batasan akses, ianya akan diminimumkan seboleh mungkin. Walau bagaimanapun, pewujudan repositori institusi tidak terhad kepada aspek akses sahaja tetapi turut mengambil kira faktor pemeliharaan bahan memandangkan hasil karya intelek sesebuah institusi merupakan aset yang amat bernilai dan merupakan khazanah yang perlu disimpan dan dijaga dengan rapi agar ianya dapat dijadikan sebagai rujukan pada masa kini dan akan datang.

Matlamat Penubuhan Repositori Institusi

Objektif penubuhan repositori institusi bergantung kepada fungsi dan peranan sesebuah institusi atau organisasi berkenaan. Pelbagai faedah boleh diperolehi sama ada oleh individu atau institusi itu sendiri (Martin & Pagell, 2008). Komuniti akademik, penyelidik, pakar maklumat dan pakar teknologi umumnya bersetuju dengan matlamat yang berikut:

1. Meningkatkan komunikasi ilmiah dengan lebih ekonomik

Repositori institusi dapat menggalakkan komunikasi ilmiah secara lebih berkesan memandangkan akses kepada sumber penyelidikan tidak hanya terhad kepada sumber berbayar tetapi juga sumber yang boleh diperolehi secara percuma. Sumber penyelidikan berkenaan juga tidak semestinya berupa makalah yang telah diterbitkan, tetapi ia boleh jadi dalam bentuk laporan teknikal, kertas seminar ataupun *preprint*. Kebanyakan universiti menjadikan repositori sebagai portal yang menempatkan kandungan digital hasil penulisan, artikel jurnal, kertas kerja persidangan, dan koleksi tesis yang dihasilkan oleh para sarjana dan penyelidik universiti masing-masing.

2. Menyediakan platform dan menggalakkan akses terbuka

Penubuhan repositori institusi tidak dapat dipisahkan dari matlamat menggalakkan perkongsian ilmu secara percuma. Kajian menunjukkan, apabila maklumat ditawarkan tanpa dikenakan apa-apa bayaran, secara tidak langsung ia dapat mempercepat dan meningkatkan aktiviti petikan karya (*citation*) kepada maklumat berkenaan (Antelman, 2004), (MacCallum & Parthasarathy, 2006). Rujukan kepada sumber berbayar adalah terhad di mana hanya mereka yang mempunyai sumber kewangan dan pelanggan kepada perkhidmatan berkenaan berpeluang mendapat faedah daripadanya.

3. Meningkatkan visibiliti dan prestij Universiti

Kewujudan sesebuah institusi dapat dipertingkatkan melalui paparan hasil penyelidikan akademiknya dalam media atau platform yang mudah dicapai dan dikenalpasti. Jika sebelum ini, semua hasil karya intelek dari sesebuah institusi hanya diterbitkan dan dipaparkan dalam pelbagai jurnal ilmiah, melalui repositori institusi semua kandungan digital ini dapat dikumpulkan di satu lokasi berpusat dan seterusnya ia menjadi media berguna dalam memberi petunjuk kualiti penyelidikan institusi berkenaan (Johnson, 2002).

4. Meningkatkan akses kepada penyelidikan

Repositori institusi terutamanya yang menyediakan akses terbuka kepada koleksinya turut memberi impak ke atas penyelidikan yang dilakukan di institusi berkenaan. Para sarjana dari institusi lain tidak perlu menunggu artikel tersebut sehingga ia diterbitkan memandangkan ia boleh diperolehi dengan mudah, percuma dan cepat dari repositori. Senario ini telah dapat meningkatkan kadar petikan karya (*citation rate*) kepada artikel ilmiah tersebut dan secara tidak langsung membantu usaha perkembangan penyelidikan dalam bidang yang berkenaan (Lomangino, 2006).

5. Mengurus dan memelihara harta intelek institusi

Dengan menggunakan repositori institusi, aktiviti pengurusan dan pemeliharaan harta intelek institusi dapat dijalankan secara berpusat dan lebih sistematik. Para penyelidik dan komuniti sesebuah organisasi tidak perlu bimbang mengenai penyimpanan segala maklumat dan rekod penyelidikan yang telah dihasilkan memandangkan ia telah diuruskan dan dipelihara di satu lokasi yang diprakui keselamatannya.

Peranan Perpustakaan dalam Pembangunan Repositori Institusi

Perkembangan universiti yang pesat dan perubahan semasa serta persaingan bagi mendapatkan pengiktirafan di peringkat nasional dan antarabangsa merupakan cabaran yang harus dihadapi oleh perpustakaan untuk meningkatkan keupayaan perkhidmatan yang diberikan. Peranan perpustakaan kini bukan sahaja sebagai perpustakaan akademik yang membangun dan menguruskan koleksi dalam bentuk cetak sahaja tetapi juga perlu melangkah pantas ke arah sebuah perpustakaan digital yang menyediakan sistem rangkaian maklumat secara elektronik bagi memastikan perkhidmatan kepada pengguna dapat diberikan tanpa mengira ruang dan waktu.

Pada masa ini, sebahagian besar koleksi yang diurus oleh perpustakaan merupakan koleksi yang diterbitkan oleh penulis yang berada di luar institusi dan lebih tertumpu kepada bahan yang mempunyai bentuk fizikal, manakala koleksi elektronik dan digital tidak dapat diintegrasikan sepenuhnya dengan katalog induk perpustakaan sedia ada. Bagi karya yang tidak dapat diterbitkan dalam jurnal antarabangsa, perpustakaan perlu menyediakan alternatif yang sesuai agar ianya turut dapat disebarkan untuk pengetahuan umum. Melalui penubuhan repositori institusi masalah penyusunan, penyimpanan, pengesanan dan penyebaran harta intelek institusi terutamanya yang tidak diterbitkan seperti tesis dan laporan akademik; atau *grey literature* seperti laporan teknikal, laporan makmal dan kertas kerja seminar akan dapat diatasi.

Memandangkan kebanyakan koleksi perpustakaan dalam format bercetak, para penyelidik perlu datang secara fizikal ke premis fizikal perpustakaan mengikut waktu yang ditetapkan semata-mata untuk membuat rujukan kepada bahan yang diperlukan. Walau bagaimanapun, dengan adanya repositori digital, segala maklumat dan dokumen ini akan dapat dicapai semudah di hujung jari dan tanpa batasan masa. Penjimatan masa melalui capaian kepada sumber ilmu yang mudah dan tepat akan menjadi pemangkin kepada penjaan dan penemuan ilmu baru dengan lebih pantas dan ekonomik.

Pihak perpustakaan perlu merancang, mengenalpasti dan menyediakan skop koleksi, standard yang akan digunakan bagi kandungan digital, kepakaran, platform dan perisian repositori serta lain-lain aspek pengurusan yang berkaitan agar penubuhan repositori ini dapat dilaksanakan seperti yang dijadualkan. Mengikut kajian yang telah dilakukan (Foster & Gibbons, 2005), beberapa langkah awal perlu teliti dan dikaji terlebih dahulu sebelum penubuhan sesuatu repositori dapat direalisasikan, antaranya:

1. Mengenalpasti, mengesan dan mengumpul

Seiring dengan pembangunan dan perkembangan universiti, perpustakaan perlu mengenalpasti individu yang banyak memberi sumbangan dan menghasilkan penerbitan ilmiah sepanjang tempoh mereka berada di universiti. Semua hasil penulisan dan penyelidikan sarjana ini hendaklah dijejaki dan dikumpulkan sesuai dengan peranan perpustakaan sebagai pusat pengumpulan sumber ilmu dan nadi universiti. Aktiviti pengesanan boleh dilakukan melalui pangkalan data berpusat atau melalui paparan di laman web yang menyenaraikan nama-nama penyelidik dan bidang kepakaran masing-masing sepertimana yang dilakukan oleh Hong Kong Institute of Education (Robinson, 2009).

2. Merekod dan mengindeks

Hasil penulisan dan penyelidikan para sarjana ini perlu direkodkan secara sistematik, dengan standard dan spesifikasi tertentu agar ianya dapat dikumpul dan disusun sebegitu rupa bagi memudahkan urusan pengesanan (*traceability*). Dalam bidang pengurusan maklumat, pustakawan dianggap sebagai golongan yang arif dengan penyusunan rekod dan maklumat bibliografik sesuatu bahan melalui aktiviti pengkatalogan dan pengindeksan, manakala bagi bahan dalam format digital, metadata berfungsi sebagai alat yang boleh mendeskripsikan bahan berkenaan, seterusnya membolehkan ianya dikesan oleh enjin carian (*search engine*) apabila pencarian dibuat melalui internet.

Pihak perpustakaan boleh membuat penyusunan kandungan digital sama ada mengikut fakulti, jabatan, peristiwa dan perkara (subjek), kronologi (tahun) atau mengikut nama pengarang (*author, creator*). Pengindeksan dan pemberian metadata juga perlu mengikut standard antarabangsa bagi membolehkan pertukaran data dan capaian kandungan repository diperluaskan ke peringkat global.

3. Menyimpan dan memelihara

Lokasi simpanan dan storan kandungan digital perlu diberi perhatian bagi memastikan ia ditempatkan di lokasi yang sesuai dan selamat serta tidak mudah dicerobohi. Pihak perpustakaan perlu membuat pelan tindakan kecemasan menghadapi bencana (*disaster recovery planning*) bagi memastikan keselamatan repository dan capaian kepadanya tidak terganggu.

4. Menyediakan platform dan mengadakan latihan

Terdapat pelbagai platform dan perisian berada di pasaran, sama ada secara percuma dan perlu mendaftar keahlian atau secara berbayar, antaranya DSpace, Eprints, Fedora, Greenstone. Walau bagaimanapun, perpustakaan perlu bijak dalam mengenalpasti dan memilih perisian dan platform yang sesuai, seiring dengan keperluan dan perkembangan teknologi semasa. Perkara ini perlu diberi perhatian serius agar di masa hadapan, segala aspek teknikal ini tidak menjadi halangan kepada akses repository. Sekiranya gangguan akses berlaku, institusi akan menerima kesan negatif terutamanya dari para pengguna yang sering menjadikan kandungan repository sebagai tempat rujukan dan dari para penyumbang kandungan.

Bagi mengelakkan perkara ini daripada berlaku, kakitangan yang mengendalikan repository perlu diberi bimbingan dan latihan dari semasa ke semasa bukan sahaja dalam bidang teknikal yang berkaitan dengan perisian dan perkakasan tetapi juga staf yang menguruskan aktiviti pengimbasan, penyediaan maklumat bibliografik dan metadata termasuk para penyelidik dan sarjana yang terlibat dengan *self-archiving*.

5. Menggalakkan akses terbuka dan menimbulkan kesedaran perkongsian sumber maklumat

Perpustakaan perlu meningkatkan kerjasama dengan pihak universiti dan fakulti bagi meyakinkan para sarjana mengenai faedah yang diperolehi melalui konsep akses terbuka dan perkongsian sumber ilmu yang banyak menyumbang kepada peningkatan impak ke atas

penyelidikan. Perkongsian ini juga dapat mengurangkan beban kewangan perpustakaan di mana bahan rujukan tidak bergantung sepenuhnya kepada koleksi berbayar dan sumber kewangan sedia ada boleh digunakan untuk lain-lain perkara yang dapat menyumbang kepada kemajuan universiti.

6. Mengadakan promosi

Perpustakaan juga perlu mengenalpasti aktiviti promosi yang boleh dilakukan bagi meningkatkan visibiliti bukan sahaja perkhidmatan yang ditawarkan tetapi juga yang berkaitan dengan koleksinya termasuk yang dimuatkan dalam repository. Tunjuk ajar dan latihan mengenai repository kepada komuniti universiti dan pengguna perpustakaan dapat mendidik dan memberi kesedaran akan kewujudan sumber ini dan secara tidak langsung mereka juga digalakkan sebagai penyumbang kepada repository di institusi sendiri.

Cabaran

Sebelum penubuhan repository institusi dapat dilaksanakan, beberapa cabaran sudah pastinya perlu dihadapi dan seboleh mungkin diatasi terlebih dahulu, antaranya ialah:

1. Hak cipta

Isu hakcipta merupakan isu global dan perlu diberi perhatian dan diatasi serta diperjelaskan terlebih dahulu sebelum sesuatu kandungan digital boleh dimuatkan dalam repository. Sebahagian penerbit memberikan sepenuh kebebasan kepada penulis artikel, ada juga yang mengenakan syarat seperti *embargo* untuk satu tempoh masa tertentu, dan sebagainya. Bagi artikel yang diterbitkan di dalam jurnal antarabangsa, SHERPA (*Securing a Hybrid Environment for Research Preservation and Access*) telah memperkenalkan RoMEO (*Rights Metadata for Open Archiving*), ("SHERPA RoMEO: publisher copyright policies & self-archiving," 2006) iaitu laman sesawang yang membolehkan penulis menyemak status hak cipta karya mereka yang telah diterbitkan.

2. Kualiti

Standard perlu disediakan bagi memastikan keseragaman, kebolehcapaian dan persediaan bagi pertukaran dan pemindahan data sekiranya ada keperluan. Dengan adanya keseragaman format dan penyusunan, urusan pengesanan dan akses akan menjadi lebih mudah. Kualiti pengimbasan imej dan kandungan digital juga memerlukan semakan dan kawalan kualiti

tertentu agar hasil yang dipaparkan dalam repositori memenuhi keperluan dan kehendak pengguna.

Aktiviti pemantauan, penyelenggaraan dan pengemaskinian secara berterusan perlu dilakukan bagi memastikan kandungan repositori sentiasa relevan dan *up-to-date* dengan perkembangan isu semasa dan teknologi terkini agar ia dapat terus berfungsi sebagai sumber ilmu dan rujukan yang unggul di peringkat nasional dan antarabangsa.

3. Teknologi

Memandang teknologi sentiasa bergerak pantas, pemantauan perkembangan terkini dalam aspek teknikal mengenai perisian dan perkakasan yang digunakan perlu diberi perhatian. Bagi menangani masalah ini, khidmat kepakaran dan sokongan padu dari mereka yang arif tentang teknologi maklumat amat diperlukan bagi memastikan kesinambungan kemudahan dan perkhidmatan repositori tidak terganggu.

4. Persepsi

Persepsi para penyelidik dan sarjana perlu diubah terutamanya mengenai konsep perkongsian ilmu. Segala penemuan dan pembaharuan yang dihasilkan tidak akan memberi makna dan faedah serta dikembangkan sekiranya tidak dikongsi dengan yang lain. Para penyelidik juga perlu bersedia menyerahkan semua hasil penemuan dan penulisan mereka untuk disimpan dan ditempatkan dalam pangkalan data berpusat untuk tujuan pemeliharaan dan pemuliharaan sekiranya perlu.

5. Duplikasi

Dalam sesebuah institusi, repositori berpusat dan lengkap adalah menjadi keutamaan. Pengguna akan lebih selesa sekiranya mereka hanya perlu *login* ke dalam satu repositori, dan kemudiannya memilih topik, subjek atau komuniti yang disediakan di dalam repositori berkenaan. Kehadiran beberapa repositori dari satu institusi hanya akan menimbulkan kekeliruan kepada pengguna, membazirkan tenaga kerja di institusi itu sendiri dan mempamerkan ketidaksepakatan warga institusi.

6. Pembiayaan

Perolehan dan penyelenggaraan infrastruktur, kos penyelenggaraan pangkalan data, sumber manusia dan lain-lain kos perlu diambilkira untuk jangka masa panjang kerana dikhuatiri perkakasan yang digunakan tidak mampu menampung data dan kandungan sedia ada atau tidak lagi sesuai dengan teknologi semasa. Pihak

perpustakaan perlu sentiasa bersedia dengan perubahan ini dan mengambil langkah proaktif dengan mengenalpasti sumber pembiayaan di masa hadapan.

Kesimpulan

Banyak karya dan penulisan telah memperkatakan mengenai kejayaan dan faedah penubuhan repositori sesebuah institusi. Pewujudan repositori dapat merungkai masalah sumber rujukan yang selama ini hanya dimonopoli oleh penerbit tertentu. Matlamat perkongsian maklumat secara global dan pengumpulan harta intelek institusi dapat dilaksanakan dengan mudah dan berkesan dengan adanya repositori institusi.

Walau bagaimanapun, kejayaan penubuhan repositori dan kesan ke atas peningkatan visibiliti institusi tidak akan dapat direalisasikan sekiranya tiada penglibatan, komitmen, kerjasama dan sokongan padu daripada semua pihak dalam institusi berkenaan termasuk dari pihak pengurusan, ahli akademik, para penyelidik dan semua kakitangan yang terlibat dengan pengajaran, penyelidikan dan pentadbiran. Perpustakaan yang berperanan sebagai pusat pengumpulan maklumat perlu bertanggungjawab memastikan kesinambungan fungsi repositori dengan memberi perhatian yang berterusan ke atas aspek penyelenggaraan dan pengemaskinian infrastruktur dan kandungan kerana ia melibatkan teknologi dan maklumat yang dinamik dan sentiasa berubah.

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Karnival Perpustakaan 2010
Library Carnival 2010

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Abstrak

Karnival Perpustakaan siri 2010 telah diadakan pada 22 dan 23 Julai 2010. Penganjuran ini adalah kesinambungan dari karnival yang telah diadakan sejak tahun 2008. Pelbagai acara menarik telah dijalankan antaranya *InfoRace*, Kuiz, Senamrobik, Sudut Gamelan, Mini Panggung, Kempen Derma Darah, Pemeriksaan Kesihatan, Pameran Anti Merokok, Pameran Buku & Pangkalan Data dan banyak lagi. Sebagaimana tahun-tahun lepas, objektif penganjuran karnival ini adalah untuk merapatkan hubungan antara Perpustakaan dengan warga kampus seterusnya mewujudkan hubungan dua hala di antara pengguna dan pihak Perpustakaan.

Abstract

The Library Carnival 2010 series was held on the 22nd and 23rd July 2010. It was organized as continuity of the last carnival celebrated on year 2008. A variety of activities and games were organized during the two days event, among others, InfoRace, Quiz, Aerobic, Gamelan Corner, Mini Theatre, Blood Donation Drive, Wellness Screening, No Smoking Exhibition, Books and Databases Exhibition, and many more. As of the last two years, the main objective of the celebration was to strengthen the ties between the library and its users and thus create an interactive relation among the library users and the Library.



Karnival Perpustakaan merupakan salah satu usaha dalam mempromosi perpustakaan

Pengenalan

Karnival Perpustakaan telah mula diadakan pada tahun 2008 dan pada tahun 2009, ianya telah digantikan dengan Hari Terbuka Perpustakaan. Ini adalah kerana pada masa tersebut, Negara dilanda wabak demam selsema H1N1. Perpustakaan Universiti Malaya telah mengambil langkah berjaga-jaga dengan menggantikan penganjuran karnival kepada Hari Terbuka yang cuma mengambil masa satu hari. Pada tahun ini, karnival Perpustakaan dengan tema *My Library in My Heart* telah dirasmikan oleh Timbalan Naib Canselor (Akademik & Antarabangsa) merangkap Pengerusi Jawatankuasa Perpustakaan, Profesor Dr Hamzah Hj Abdul Rahman. Profesor Hamzah dalam ucapan perasmiaannya telah menyeru warga kerja Perpustakaan agar menjadikan bilangan bahan bacaan dibaca sebagai salah satu tanda kecekapan prestasi, demi memupuk dan membudayakan minat membaca dan sentiasa cintakan ilmu pengetahuan di kalangan warga kampus. Yang Berbahagia Profesor juga sempat merasmikan "*Undergraduate's Information Common*" yang baru dinaiktaraf (dahulunya merupakan makmal komputer) di Aras Tiga Perpustakaan dan merupakan satu lagi ikon baru di Perpustakaan.

Pelbagai program menarik berbentuk informatif, interaktif dan santai telah dilaksanakan selari dengan objektif penganjuran karnival iaitu untuk merapatkan hubungan di antara Perpustakaan dengan warga kampus, mempromosi koleksi, perkhidmatan dan kemudahan Perpustakaan, mewujudkan hubungan dua hala, mencetuskan budaya konsep terbuka dan memupuk semangat cintakan ilmu.

Penganjuran karnival yang sepatutnya mengambil masa selama dua hari pada tahun ini telah dimulakan dengan satu program prakarnival iaitu *InfoRace*. Program ini diadakan empat hari sebelum karnival berlangsung. Program mirip *Explorace* ini mendapat sambutan hangat sehingga penganjur terpaksa menolak beberapa penyertaan. Peserta bergerak dalam kumpulan seramai tiga orang pelajar dikehendaki menyelesaikan tugas dan menjawab soalan mengenai tiga buah Perpustakaan. *Knowing Your Library Quiz* turut mendapat sambutan di mana sebanyak 70 penyertaan telah diterima. Duapuluh soalan mengenai perpustakaan dan muzium perlu dijawab dengan jawapan terkumpul betul terbanyak berpeluang memenangi pencetak *laserjet*, pemain DVD dan radio/pemain CD!



Model ruang perpustakaan yang dihasilkan peserta InfoRace mencuri tumpuan Prof Hamzah

Beberapa kempen kesihatan telah mewarnai aturcara karnival pada tahun ini iaitu, Senamrobik, Kempen Derma Darah, Pemeriksaan Kesihatan, Pemeriksaan Paru-Paru dan Refleksologi. Ternyata program berbentuk kesedaran kesihatan seperti ini berjaya menarik minat masyarakat kampus ke Perpustakaan. Demi memeriahkan sambutan karnival perpustakaan 2010, acara tradisi seperti kempen bayar denda, cabutan bertuah, mini panggung, demonstrasi alat muzik tradisional telah diteruskan. Pihak luar yang turut sama memeriahkan karnival perpustakaan terdiri daripada KKUMB, Innowawasan, Access Dunia, Jabatan Kesihatan



Memulakan hari pertama dengan Senamrobik



Mengunjungi Booth buku, Pameran Anti Merokok dan Kempen Saringan Kesihatan

Penganjuran karnival perpustakaan kali ini telah mendapat sambutan luarbiasa dari warga kampus hasil dari komitmen dan kerjasama jitu semua tenaga kerja perpustakaan, termasuk pembekal perpustakaan. Sekalung penghargaan untuk semua yang terlibat sepanjang program Karnival Perpustakaan 2010 berlangsung. Adalah diharapkan banyak lagi program seumpamanya dapat diadakan pada masa hadapan bagi memantapkan fungsi dan peranan perpustakaan sebagai warisan negara.

Wilayah Persekutuan, Pusat Perubatan Universiti Malaya, Poliklinik Tanglin, Clinique, Libresse dan Nescafe.



Program promosi dari pihak luar

Persatuan Pustakawan Malaysia dan Perpustakaan Negara Malaysia turut sama membuka kaunter pendaftaran keahlian



"Adalah diharapkan banyak lagi program seumpamanya dapat diadakan pada masa hadapan bagi memantapkan fungsi dan peranan perpustakaan sebagai warisan negara."

**International Conference on Libraries, Information and Society, ICoLIS 2008:
Towards an Information Literate society
Armada Hotel, Petaling Jaya
17 -20 November 2008**

Zahril Shahida Ahmad
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The conference was jointly organised by the Library and Information Science Unit, Faculty of Computer Science & Information Technology, University of Malaya and the University of Malaya Library.

The objective of this conference is to provide opportunities for sharing and discussion of the current status, trends, research, directions, issues and challenges on the role of information in developing a learning society; explore ways and reality-based scenarios in developing new models for the development of an information literate society, to examine issues related to consolidating technology, information resources, knowledge and skills into strategic competencies in order to strengthen the role of information use in a learning society; and foster cooperation and collaboration among stakeholders challenge, debate, learn and optimize the contribution of scholarly research, innovative programs and strategies of information literacy.

The theme of the conference is "*Towards an Information Literate Society*". The theme allows for and encourages discussions on various issues and processes which explore the interwoven social, economic, historical and technological developments that influence the impact of information on society. The sub-themes include:-

1. A Framework for information literacy in Today's World
2. Information Literacy Imperatives for the Learning Commons
3. An Information Literate Institution
4. Dimensions, Standards and Competencies for Information Literacy
5. Partnerships in Information Literacy
6. Professional Development for Information Literacy
7. Technology and Information Literacy
8. Research in Information Literacy
9. New ideas and innovations in information literacy
10. Directions for the future

Information literacy or IL is defined as the ability to identify, locate, evaluate, organize and effectively create, use and communicate information to address an issue or problem. It is crucial for the creation of an Information Society. IL is the key to the social, cultural, and economic development of nations and communities, institutions and individuals in the 21st century and beyond. A good collaboration amongst higher institutions and library professionals will help in promoting IL within the society. The advancement of new and sophisticated technology also contributes to the creation of an information society.

Training and Workshop On Tamil Language & Literature
Tamil University Tanjavur, Tamil Nadu, India
9-21 Mac 2009

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Pengenalan

Satu program seminar dan latihan telah dianjurkan oleh Tamil University Tanjavur, Tamil Nadu, India dari 10hb hingga 21hb Mac 2009. Seminar dan latihan ini bertujuan supaya memberi pendedahan kepada para pendidik dari negara Malaysia daripada semua peringkat iaitu sekolah rendah kepada universiti mengenai pendidikan bahasa dan sastera Tamil. Ia juga merupakan suatu program ekoran daripada perjanjian persefahaman yang ditandatangani antara Universiti Malaya dan Tamil University Tanjavur, Tamil Nadu, India. Seramai 80 pendidik dari Malaysia menjadi peserta dalam seminar ini dan ia dijalankan khusus untuk pendidik dari negara Malaysia. Kesemua aktiviti dalam seminar serta latihan hanya tertumpu kepada bahasa dan kesusasteraan Tamil.

Aktiviti Seminar dan Latihan

Seminar dan latihan dijalankan dalam tiga kaedah, iaitu pembentangan kertas kerja, kerja bengkel dan lawatan. Tajuk-tajuk kertas kerja adalah seperti berikut :-

1. Sejarah perkembangan bahasa Tamil.
2. Kesusasteraan Tamil klasik.
3. Bahasa Tamil dalam batu bersurat.
4. Kesusasteraan Kurunthokai – satu penilaian.
5. Kebudayaan dan Kesenian Halus.
6. Penemuan Arkeologi
7. Falsafah yang dikemukakan oleh Thiruvalluvar.
8. Nahu bahasa Tamil – Tholkappiyam.
9. Pengajaran bahasa Tamil kepada orang bukan Tamil.
10. Karya agung Silappathikaram.

Kesemua kertas kerja ini dibentangkan dalam bahasa Tamil. Para peserta ditugaskan mendeklamasikan puisi-puisi yang mereka terjemah dalam kedua-dua bahasa.

Lawatan

Setelah berkursus di Tamil University, Tanjavur, para peserta telah dibawa untuk melawat tiga buah universiti terkemuka di Tamil Nadu iaitu,

1. University of Bharathidasan - Thiruchi
2. University of Kamarajar - Madurai
3. University of Bharathiyar - Koyamputur

Kesimpulan

Program seminar dan latihan ini adalah suatu program yang sangat berguna. Ia memberi peluang yang baik kepada peserta-peserta Malaysia belajar dengan lebih mendalam mengenai bahasa dan kesusasteraan Tamil. Mereka juga berpeluang untuk berjumpa dengan para cendekiawan Tamil yang masih hidup dan bertukar pendapat dengan mereka. Program seperti ini hendaklah diadakan dengan kerap untuk mengembangkan pengetahuan dalam bidang bahasa dan kesusasteraan Tamil. Ia juga akan membantu perkembangan bidang bahasa dan kesusasteraan Tamil Malaysia dan secara tidak langsung akan menghasilkan cendekiawan Tamil di Malaysia.

**14th General Conference of the Congress of Southeast Asian Librarians
(Consal XIV), Melia Hotel, Hanoi, Vietnam,
20 – 23 April 2009**

‘Ulya Sujak’

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The 14th General Conference of the Congress of Southeast Asian Librarians (CONSAL XIV) was held at the Melia Hotel in Hanoi, Vietnam, from the 20th to 23th April 2009. The theme of the conference was *Towards Dynamic Libraries and Information Services in Southeast Asian Countries*. The key components that had contributed to the dynamism of libraries and information services were identified and used as topics under which the papers presented were classified. Malaysia sent about 200 delegates under the banner of the Librarians’ Association of Malaysia to the conference.

Representative from University of Malaya Library were Dr. Nor Edzan Che Nasir, Miss ‘Ulya Sujak’ and Miss Rohaya Harith.

The opening ceremony was officiated by Mr. Pham The Khang, the Chairman of the Organizing Committee. In his opening speech, the Chairman proudly announced that the Conference had successfully gathered 800 librarians and information professionals representing 26 countries.

A total of six keynote addresses were delivered and 31 papers were presented.

Papers were divided into three main topical groups and each were subdivided into two sub-topical groups and all the presentations were run in parallel sessions. The topical groups consisted of Library Services and Dynamic Libraries and Information Services (subdivided into Library Services, Dynamic Libraries & Information Services), Library Education & Emerging Technology (subdivided into Library Education, Emerging Technologies) and, Management & Marketing and Library Association/ Profession (subdivided into Management & Marketing, Library Associations/Professions).

The closing ceremony left all of us in awe as a member of the Malaysian delegation, Dato’ Zawiyah binti Baba, won the CONSAL Outstanding Librarian Award for 2009. She had succeeded over four other well known candidates with two from the Philippines, one from Singapore and one from Vietnam.

The closing ceremony started off with closing remarks the Minister of Culture, Sports and Tourism of Vitenam . It ended with the handing over of the CONSAL flag to the next host country, Indonesia for the CONSAL XV in 2012. Following from that, a farewell dinner was hosted by the Ministry for all the participants.

Other than paper presentations, the participants were able to visit booths showcasing publications and exhibits from various libraries and vendors. Apart from that, participants were entertained to cultural performances on Gala Night. Participants were also taken out to visit libraries and various places of interest within Hanoi. Package 1 was a visit to Hang Long Bay, about 170 km away from Hanoi and is one of the World Heritage reserved site. Package 2 was a visit to the National Library of Vietnam and the Temple of Literature. Package 3 was a visit to the Hanoi City Library, Ho Chi Minh Mausoleum and the Ho Chi Minh Museum. Package 4 was a visit to the Hanoi University of Technology’s Library and the Ethnology Museum.



The Malaysian delegation

ICEL 2009 - The 2nd International Conference on e-Learning
Universiti Teknologi MARA Malaysia
1-2nd December 2009

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The 2nd International Conference on e-learning (ICEL 2009) was jointly organized by Universiti Teknologi MARA (UiTM), Higher Education Leadership Academy (AKEPT) and Public Universities e-Learning Council (MEIPTA). The Chairperson of the event was Assoc. Prof. Dr. Posiah Mohd Isa. The 1st International Conference on e-learning was in 2007 and was organized by UiTM and the i-Learn Centre (i-LeC).

The theme of the conference was “GO ONLINE! GO MOBILE!”. The objectives were: (i) to share and exchange ideas and experiences within the field of e-learning and (ii) to explore and improve the field of e-learning in both research and practices with emphasis on quality assurance in content development.

There were three keynote speeches from distinguished speakers. The first speaker, Dr. Marc J Rosenberg is a USA-based management consultant, writer, educator and leading expert in the world of training, organizational learning, e-learning, knowledge management and performance improvement. His topic was “**Beyond e-learning**”. The second speaker Lucifer Chu’s expertise is in promoting fantasy literature through writing, websites, translating novels and manuals of PC games. He has translated 30 fantasy novels from English to Chinese, some of which are Dragon Lance Chronicle and Lord of the Rings. He spoke on “**Creative and Effective Content for Online and m-Learning**”. The third speaker is the President/Vice Chancellor of the Open University Malaysia (OUM), Prof. Tan Sri Datuk Dr. Anuwar Ali. He spoke on “**Challenges in Online and m-Learning practise in Malaysia**”.

The two day conference had three parallel concurrent sessions with varying topics such as: Design and development, evaluation, Learning tools, Learners and users, Teaching and learning, Adoption and implementation, Management of e and m-learning, learning and m-learning challenges.

The conference proceedings together with the full text of the papers presented, including the keynote speeches, were compactly compiled and given to the participants in a thumb drive format. This thumb drive and the backup copy is available at the Za’ba Memorial Library, University of Malaya. The list of titles of papers presented at the conference are as follows :

1. A blog based discussion tool for software project management course
2. A comparative study among selected global standards : i-LEARN as a case study
3. A comparison of three collaborative learning software for secondary school
4. A conceptual framework of attitude domain towards mobile learning among postgraduates in UKM
5. A design and development approach to researching online Arabic vocabulary games learning in IIUM
6. A framework for developing e-CONTENT for online learning
7. A study on trainee teachers’ critical thinking in online discussion forum
8. Acculturating learning culture among academicians using e-training : unearthing the change and challenges from narrative analysis
9. An evaluation of user perception towards e-learning platform in UiTM Kelantan
10. Assessing the acceptability of adaptive e-learning system
11. Avatar
12. Blended learning : a suitable framework for e-learning in higher education
13. Call us Head Teachers of online discussion
14. Challenges of information era teachers’ beliefs about the use of information and communication technologies in the 21st century
15. Creative learning in an architecture course
16. Delivering pull and push content with SMS, MMS and an LMS in a foreign language course
17. Development of mobile learning application for enhancement of teaching tool
18. E learning in Malaysia : an analysis of age and gender effects towards technological and personal limitations
19. E-learning... management by projects : Managing education technology activities on project management basis using PMI standards
20. Engaging children to science subject : a heuristic evaluation of mobile learning prototype
21. English language learning through mobile technology in Malaysia schools : an implementation strategy
22. Establishing an organizational e-learning culture
23. Evaluation on learning management system (LMS) for open source software
24. Expanding ESL classroom horizons with weblogs : educator’s perspective

25. Exploring Learner/Es perception of mobile learning
26. Exploring learner's perception of mobile learning
27. Exploring the potential of e-learning for the teaching of line drawing subject
28. Factors affecting the design of a mobile content package for technical students
29. Implementation of Bloom taxonomy in online assessment and item storage system
30. Inculcating positive learning culture & engineering attributes thro online learning approach in teaching & learning
31. Instructional design models for online instruction : from the perspective of Iranian higher education
32. Intelligent tutoring system
33. Interaction aspects in multimedia learning content with mobile environment
34. Interactive multimedia courseware in digital drawing and coloring skills design incorporating technology
35. Making sense of e-learning : the misunderstood perceptions
36. Material development for Arabic online learning : a need analysis
37. Mathematics E-Book Utilization among higher learning students : a preliminary study
38. Migrating to the brand new e learning system : issues and challenges
39. M-learning in Malaysia : Challenges and strategies
40. Mobile learning application for personal car care (Car-e)
41. Mobile learning application in foreign language learning : students' survey feedback
42. Online material development for engineering education and utilization of online learning : a preliminary study
43. Podcasting : a mobile learning application
44. Quality increase of open and distance learning via implementing modern educational technologies based on sing on teaching Persian language and literature in Iranian Open Universities
45. Redesigning sociology course for e-learning mode
46. Secure online quiz with image steganography
47. Self directed learning readiness in e-learning among physicians of continuing medical education programs
48. SLIM : a template based second language instruction management system
49. Strategic planning for e-learning in the workplace
50. Streaming video in web-based instruction for learning multimedia based computer skills
51. Students' attitude toward learning introductory programming in a blended learning environment
52. Students' reflections on management of instructional development using moodle
53. Technogogy elements in the lesson design of student teachers
54. Technology of E-learning in the visual art education subject : students readiness to adopt the new style of teaching
55. The role of cognitive styles in influencing the users' satisfaction on e-learning system
56. UiTM e-learning initiatives : an exploratory investigation of success
57. Using online learning platform to internationalise and promote the use of Bahasa Malaysia (BM)
58. Using WEDPI learning package in facilitation the mastering of information technology practice
59. Video conferencing integrated tool for identifying CSF in education development in UiTM
60. Virtual learning and students perception – a research study
61. Web 2.0 and social networking in higher education : the future of e-learning
62. Web based educational games (EG) design framework game design, pedagogy and content modeling
63. Wiki : an effective tool to teach pronunciation

Almost all the paper presenters are using e-learning/mobile learning modules for their teaching and research. They highlighted the problems, issues and challenges faced as practitioners of e-learning. As a result, the participants had first-hand information on the current issues surrounding e-learning/m learning. There were questions raised at the end of each session. Although there were no immediate solutions to some of the questions raised, it was a learning experience for both the paper presenters and the participants.

**Online Information and
Education Conference 2009
John XXIII Conference Center, Assumption
University (Suvarnabhumi Campus), Bangkok
28 – 29 September 2009**

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**Social Media & Search Marketing Workshop
Grand Dorsett Hotel, Subang
30 March 2010**

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The online Information and Education Conference 2009 was held at John XXIII Conference Center Assumption University, Bangkok on the 28th and 29th September 2009. The seminar was jointly organized by the Assumption University and IGroup. A total of ten papers were presented during the conference as follow:

1. The role of wisdom in information literacy - Dr Lee Chu Keong (Nanyang Technological University)
2. Tight times, tough decisions: Managing change and meeting expectations - Mr Jeffrey Trzecia (McMaster University Library, Canada)
3. Changing nature of knowledge dissemination: technologies and human challenges - Dr Mehdi Khosrow-Pour.
4. Bringing collections to life: Discoverability in an era of knowledge transfer - Mr Peter Sidorko
5. Green Libraries - Mr Clive Wing
6. Branding libraries for the future - Mr Paul Gandel
7. Experience and project with Kirtas machine and Print on Demand (POD) - Mr Jeffrey Trezia
8. Documenting, preserving and reflecting on our digital world - Paul Gandell
9. Federated Search: A tool for knowledge discovery- Mr Abe Lederman, (founder and CTO of Deep Web Technologies)
10. Can crowdsourcing be used in libraries? - Mr Bruce Antelman (Reviews.com)

Throughout the years, advertising and marketing has moved from the traditional medium to the direct medium and it has now moved again to the online medium. The emergence of new market places and new consumer power has propelled the move from the more traditional marketing methods to the more hyped-up digital marketing. Digital marketing is now seen by many as the new direction for the marketing of products and services.

With this in mind, Inaxs Group Pte. Ltd organised a one-day workshop on social media and search marketing. The workshop lasted from 9.00 am to 5.30 pm with two facilitators, Charles Toh (Interactive Marketing Consultant) and Ben Israel (Strategy Director), presenting seven sessions. The sessions are:

1. How to unleash the power of digital platforms to outrun your competitors and accelerate your business growth
2. Analysing your website – Google Analytics
3. Search engines optimization tactics and strategies
4. Digital marketing planning and using effective communications tools
5. Search engine marketing – driving traffic to your site
6. How to maximise the use of Blog & Twitter as your effective e-marketing tools
7. Ask the right questions, set the right goals and execute on it!

Various Web 2.0 applications such as Facebook, Twitter, Flickr as well as the organisation's website present opportunities for effective digital marketing. The workshop gave the participants a view of what can be done with tools which are available from the Web through success stories of various companies. With proper planning, any organisation should be able to engage itself in digital marketing initiatives. Digital marketing through online media is something one cannot ignore.

**Seminar Merekayasa Perpustakaan :
Kreatif dan Inovatif
Hotel Grand Riverview, Kelantan
5 -7 April 2010**

Haslina Husain
Perpustakaan Universiti Malaya
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**Web 2.0 Workshop for Libraries
University of Malaya Library
11 - 12 October 2010**

Nor Hazidah Awang
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Seminar Merekayasa Perpustakaan : “Kreatif dan Inovatif” telah berlangsung di Hotel Grand Riverview Kota Bharu, Kelantan pada 5 hingga 7 April 2010. Seminar tersebut dianjurkan oleh Perpustakaan Universiti Sains Malaysia (USM) atau lebih dikenali dengan Perpustakaan Hamdan Tahir, Kampus Kesihatan, Kubang Kerian, Kelantan dengan kerjasama Unit Latihan, USM. Seramai lima orang penceramah telah menyampaikan syarahan selama tiga hari berseminar. YBhg. Prof. Dato’ Mafauzy Mohamad, Pengarah Kampus USM, telah merasmikan seminar yang berlangsung pada 5 April 2010. Objektif seminar adalah untuk mengenalpasti kepentingan dan memperolehi teknik pemikiran kreatif, meneroka cara-cara menilai dan mengaplikasi idea dan juga menerapkan budaya inovasi di dalam Perpustakaan.

Tajuk syarahan dan penceramah yang membuat pembentangan pada tiga hari seminar tersebut berlangsung ialah:

1. Ucaptama oleh Prof. Dato’ Dr. Sidek Baba, Pengarah Institut Pendidikan, UIAM: “Knowledge for the future”
2. En Khalid Abd. Walid, Pensyarah UiTM: “Konsep pemikiran kreatif dan kritis”
3. Prof. Dr. Zalina Ismail, Penyelaras, Pusat Sains Neuro Kognitif, BRAINetwork, PPSK, USM: “Memperkasa minda: ke arah masyarakat sejahtera
4. Ustaz Hasrizal Jamil, Pakar Motivasi: “Teknik kemahiran berfikir dan mengembangkan idea secara cemerlang”
5. Tuan Syed Munawar Sayed Mohd. Mustar, Moderator RTM: ‘Budaya inovatif dalam perkhidmatan perpustakaan”

Kesimpulannya, seminar ini telah memberi gambaran bahawa pemikiran secara kreatif dan inovatif amat perlu bagi memperkasakan lagi Perpustakaan. Dengan ini, Pustakawan akan lebih berdaya saing dan boleh menambah nilai kepakaran dalam bidang masing-masing.

Technological developments today forces us to move along with changes. Now, the use of Web 2.0 that allows two-way communication between the content provider and the user has been applied extensively to make the Internet more interactive and effective. For this reason, exposure should be given to current users to exploit this technology, especially to advance their respective institutions.

With this concern, the Special Libraries Committee (SLC), Librarians Association of Malaysia and the University of Malaya Library have jointly organized the “Web 2.0 Workshop for Libraries” that was held at the University of Malaya Library, from the 11th to 12th October 2010. The workshop lasted from 9.00 am to 5.00 pm with two main facilitators, Mr. Mahbob Yusof (Deputy Chief Librarian, University of Malaya Library) and Miss Harvinder Kaur (Information Resource Center Assistant, Lincoln Resource Center, US Embassy Kuala Lumpur), presenting seven sessions. The sessions were:

1. Defining social media, social web and Web 2.0 for Libraries
2. Blogging
3. RSS (Really Simple Syndication)
4. Tagging and bookmarking – presented by Miss Nor Hasanah Hanafi
5. Making best use of specific social media platforms: Facebook, You Tube...
6. Photo sharing
7. How to integrate social media into your marketing

This workshop was successful in providing exposure and useful information to be applied in the respective institutions, especially for promotional purposes and information dissemination. Generally, all participants were satisfied with this hands-on workshop.

KEKAL ABADI

GUIDELINES FOR CONTRIBUTORS

Kekal Abadi invites contributions from librarians, information scientists, information managers, educators, administrators, publishers and other interested persons from all over the world.

Types of Contributions

The journal publishes original articles on all aspects of library and information science. In addition, Book Reviews, New Products and Services, Conference Reports, Awards and News are also welcome.

Format

Manuscripts should preferably be 1,500-3,500 words in length. Authors may submit their article as an attached file with email. The font type required is Calibri, 11pt.

The first page of the manuscript should contain the title of the article followed by name(s) and affiliation of author(s), complete address, including telephone and fax numbers, and e-mail address. An abstract of about 100-200 words (If the article is in BM, an abstract in English is needed). Submit only one copy of the manuscript.

Tables, Figures and Illustrations

Tables, figures and illustrations with captions should be position within the text.

Style

The citation styling of the manuscript should follow the Publication Manual of the American Psychological Association (2009), 6th ed. (New York: American Psychological Association). References should be cited in the text using the 'name and date' style, e.g. "Roger (2001) said that ..." or "research shows that ... (Roger,2001)".

References at the end of the article should be listed in alphabetical order. The following are examples of the recommended reference style:

Archambault, E., Campbell, D., Gingras, Y., & Lariviere, V. (2009). Comparing bibliometric statistics obtained from the Web of Science and Scopus. *Journal of the American Society for Information Science and Technology*, 60(7), 1320-1326.

Chu, C. M. (2009). Working from within: Critical service learning as core learning in the MLIS curriculum. In L. Roy, K. Jensen & A. H. Meyers (Eds.), *Service learning: Linking library education and practice* (pp. 105-123). Chicago: American Library Association.

Lessard, B., & Baldwin, S. (2000). *Netslaves: True tales of working the web*. New York: McGraw-Hill.

Miller, W., & Pellen, R.M. (Eds.). (2009). *Googlization of libraries*. London: Routledge.

Noraida Hassan. (2009, Jun 15-16). ***Practicing evidence base in Malaysian libraries : A CSI challenge? Paper presented at the International Conference on Libraries***, Pulau Pinang.

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